

VIII—TECHNICAL EXHIBITS

A. S. Aloe Company
Los Angeles

A. S. Aloe Company will exhibit a full and complete line of custom built examining and treatment room equipment made of genuine burl walnut, the most beautiful and exclusive equipment obtainable, also Steeline examining and treatment room equipment produced in our own factory. We will also exhibit our improved x-ray, complete line of instruments and physiotherapy equipment, and your everyday needs. A visit to our display places you under no obligation.

Booths 14-15**General Electric X-Ray Corp.**
Los Angeles

The General Electric X-Ray Corporation exhibit will include apparatus representing the latest advances in x-ray and physical therapy along with a representative collection of some interesting radiographs.

Booth 19**Ayerst, McKenna & Harrison,**
United States, Ltd.
Rouses Point, N. Y.

Ayerst, McKenna & Harrison (U. S.), Ltd. Makers of the orally-active, water-soluble oestrogenic hormone "Emmenin." Other products to be shown include "A. P. L." and factors of the anterior hypophysis, prepared after the technique of Dr. J. B. Collip, Department of Biochemistry, McGill University.

Booth 8**Gerber Products Co.**
Fremont, Michigan

Ten new foods which have just been added to the Gerber Foods will be on display in the Gerber Booth No. 26. Copies of both the professional literature and the booklets for mothers are there for your examination and will be sent to you on request.

Booth 26**Don Baxter, Inc.**
Glendale

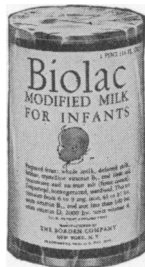
The Baxter exhibit will include Baxter's latest contribution to parenteral therapy, the Transfuso Vac for indirect blood transfusion. The Transfuso Vac is a dispensing container which employs vacuum for the drawing of donor's blood, citrates the blood as it is drawn, and provides an aseptic closed system from donor to recipient. On display will be the Pioneer intravenous solutions in the famous Baxter Vacoliter, the only dispensing container with "visible index of sterility." Baxter representatives will demonstrate these advanced techniques for parenteral therapy, and pertinent literature will be available at the Baxter booth.

Booth 11**Libby, McNeill and Libby**
Chicago, Illinois

The exhibit of Libby, McNeill & Libby, Chicago, will feature a novel presentation of the story of Libby's specially homogenized Baby Foods and Libby's Homogenized Evaporated Milk. A marionette stage occupies a prominent position in the booth. The action of the puppets is synchronized with a sound slide film so that the story is both pictorial and verbal. Doctors hear the story by listening in at handily placed cradle telephones. This presentation is supplemented by illuminated photomicrographs and displays of the Libby products which are being so widely used in infant feeding.

Booth 29**The Borden Company**
New York, New York

A visit to the Borden Booth No. 4 will acquaint you with the unique virtues of Biolac, today's outstanding liquid infant food which enables the artificially fed baby to enjoy both nutritional and digestional advantages of the breast-fed. Also exhibited are Dryco, Special Dryco, Beta Lactose, Klim, Merrell-Soule Products, and Borden's Irradiated Evaporated Milks.

Booth 4**Burroughs Wellcome & Co.**
New York, New York

The Burroughs Wellcome & Co. exhibit at Booth No. 2 presents a representative group of fine chemicals and pharmaceutical preparations, together with new and important therapeutic agents of special interest to the medical profession.

Booth 2**Ciba Pharmaceutical Products**
Summit, New Jersey

Ciba Pharmaceutical Products, Inc., exhibit in Booth 27, will feature their well known line of specialties, including Coramine, Nupercainal, Digifoline, Trasentin, etc. Latest information, literature and reprints of recent papers by outstanding endocrinologists and investigators will be available describing Perandren and Di-Ovoclyn and their clinical application where androgenic and estrogenic therapy is indicated.

Booth 27**Cutter Laboratories**
Berkeley

Cutter Laboratories will have on display their complete line of biologicals and closely allied specialties. The latter includes Sobisminol Mass for oral adjuvant therapy in syphilis, Dextrose Solutions in saftiflasks, and the new Cutter vacuum transfusion outfit.

Booth 7**Liebel-Flarsheim Co.**
Cincinnati, Ohio

Liebel-Flarsheim, Cincinnati, Ohio, will exhibit the well known L-F Short Wave Generators, the "Raysun" therapeutic lamp, as well as the famous Bovie Electro-Surgical units, known and used by surgeons and hospitals everywhere. In addition, other new and useful physio-therapy apparatus will be shown. Make it a point to see this new equipment and have it demonstrated to you. A cordial invitation is extended to visit Liebel-Flarsheim Booth No. 10.

Booth 10**Lippincott Company**
Philadelphia, Pennsylvania

Among the interesting Lippincott publications on display will be Kugelmass' "Newer Nutrition in Pediatric Practice" and Becker and Obermayer's "Modern Dermatology and Syphilology." Of similar importance is "Functional Disorders of the Foot" by Dickson and Dively which has gone into a second printing within five months of publication. Other interesting works include Thorek's "Modern Surgical Technic," Rigler's "Outline of Roentgen Diagnosis," Barboraka's "Treatment by Diet" and many others.

Booth 16**Mead Johnson & Company**
San Francisco

Representatives of the company will be on hand to meet their medical friends and discuss with them any questions in connection with the products exhibited. Be sure to see the new products: Pectin-Agar in Dextri-Maltose and Olac. The exhibit will also include: Dextri-Maltose, Dextri-Maltose with extracts of Wheat Embryo and Yeast. Oleum Percomorphum, Cod Liver Oil fortified wi/Percomorph Liver Oil, Standardized Cod Liver Oil, Viosterol, Cod Liver Oil wi/Viosterol, Halibut Liver Oil, Viosterol in Halibut Liver Oil. Brewers' Yeast Tablets and Powder, Thiamin Chloride Tablets, Nicotinic Acid Tablets, Ascorbic Acid Tablets, Mineral Oil wi/Malt Syrup. Pabulum and Cereal. Sobee, Olac, Protein Milk, Lactic Acid Milk, Casein.

Booth 3**The Medical Protective Company**
Wheaton, Illinois

The most exacting requirements of adequate liability protection are those of the professional liability field. The Medical Protective Company, specialists in providing protection for professional men, invites you to con-

Booth 5

fer, at their exhibit, with the representative there. He is thoroughly trained in Professional Liability underwriting.

The Mennen Company
Newark, New Jersey

Booth 9

The Mennen Company will exhibit their two baby products—Antiseptic Oil and Antiseptic Borated Powder. The Antiseptic Oil is now being used routinely by more than 90 per cent of the hospitals that are important in maternity work. Be sure to register at the Mennen exhibit and receive your kit containing demonstration sizes of their shaving and after-shave products; also, for the lucky number prize drawing to be held at the close of the convention for DeLuxe Fitted Leather Toilet Kits.

Merck and Company

Booth 28

Rahway, New Jersey

There will be featured at the Merck booth *Sulfapyridine* (introduced as "Dagenan"; "M. & B. 693") in the treatment of pneumococcal pneumonia; *Vinethene*, an inhalation anesthetic for short operative procedures; the newer *vitamins*, and other items of interest to those attending the convention. All are cordially invited to visit the Merck booth, where Mr. S. A. Gaffney will be in charge.

Morning Milk Company
Stockton, California

Booth 1

At Booth No. 1 the Morning Milk Company are exhibiting their Special Morning Milk, which is rapidly becoming the No. 1 evaporated milk for infant feeding in the State of California. Their Special Morning Milk is an ethically promoted evaporated milk with an added cod liver oil concentrate (White's). This natural fortification enhances the Vitamin D value of the milk by 400 U. S. P. units per tall (13-fluid oz.) can. It also increases the Vitamin A potency by 2,000 U. S. P. units per tall (13-fluid oz.) can. Every effort is made to distribute Special Morning Milk in strict accordance with the desires of the medical profession.

Philip Morris & Company, Ltd.
New York, New York

Booth 25

Philip Morris & Company will demonstrate the method by which it was found that Philip Morris cigarettes, in which diethylene glycol is used as the hygroscopic agent, are less irritating than other cigarettes. Their representative will be happy to discuss researches on this subject, and problems on the physiological effects of smoking.

Pelton & Crane Company
Detroit, Michigan

Booth 20

In Booth No. 20, Pelton & Crane Company of Detroit is showing representative items from its complete line of operating lights and sterilizers. Featured will be the popular new 6-inch office autoclave with special cabinet, and the new Twin "E & O" operating light, offering all of the advantages of a double-head spotlight suitable for all major surgery, at the lowest price ever placed on a light of this type. Exhibit in charge of Mr. Jack Fisher, who will welcome your inspection and questions.

Pet Milk Sales Corporation
St. Louis, Missouri

Booth 18

The Pet Milk Company exhibit in Booth No. 18 will feature their product, "Irradiated Pet Milk." The latest information, literature and reprints of recent papers concerning the use of irradiated evaporated milk in infant feeding will be available. Attendants will be glad to answer any questions relative to the production of this product.

Petrolagar Laboratories, Inc.
Chicago, Illinois

Booth 21

This year Booth No. 21 will be occupied by Petrolagar Laboratories, Inc., who offer, in addition to samples of the five types of Petrolagar, an interesting selection of descriptive literature and anatomical charts. Ask the

Petrolagar representatives to show you the new Habit Time booklet. It is a welcome aid for teaching bowel regularity to your patients.

Sandoz Chemical Works
San Francisco

Booth 12

Sandoz Chemical Works, Inc., San Francisco-New York, will exhibit several products of unusual merit as follows: Gynergen, for the dramatic relief of migraine; Digilanid, a new chemically pure digitalis preparation which has a striking action in restoring the efficiency of the failing heart to normal; Scillaren, contains the total glycosides of squill, a reliable cardio-diuretic; Bellergal, for the treatment of imbalance of the vegetative nervous system; Basergin and Neo-Gynergen, two new ergot products.

Schering Corporation

Booth 24

Bloomfield, New Jersey

At Booth No. 24 Schering Corporation's representatives will be pleased to discuss latest developments in hormone therapy. New products on display will be Cortate (desoxycorticosterone acetate), Anteron (gonadotropic hormone from mares' serum), Pranturon (gonadotropic hormone from pregnancy urine), Pranone (orally effective progestin), as well as the other well known Schering hormone preparations—Progynon-B, Progynon-DH, Proluton, Oreton and Neo-Iopax.

E. R. Squibb and Sons

Booth 23

New York, New York

Physicians attending the California Medical Association Convention are cordially invited to visit the Squibb Exhibit in Booth No. 23. The complete line of Squibb vitamin, glandular, arsenical and biological products and specialties, as well as a number of interesting new items will be featured. Well informed Squibb representatives will be on hand to welcome you and to furnish any information desired on the products displayed.

J. W. Stacey, Incorporated
San Francisco

Booth 13

At Booth No. 13 J. W. Stacey, Incorporated, has a display of all new books on medicine, surgery, and the specialties, which have been issued since the showing last year. All members and their guests are cordially invited to browse at their leisure.

Frederick Stearns and Company
Detroit, Michigan

Booth 17

Doctors are cordially invited to visit our attractive convention booth to view and discuss outstanding contributions to medical science developed in the Scientific Laboratories of Frederick Stearns & Company. Our professional representatives will be pleased to supply all possible information on the use of such outstanding products as Neo-Synephrin Hydrochloride for intranasal use, Mucilose (flakes and granules) for bulk and lubrication, Insulin-Stearns, Gastric Mucin, Trimax and Sulfanilamide tablets. A complete line of Vitamin products will also be displayed.

John Wyeth & Brother
Philadelphia, Pennsylvania

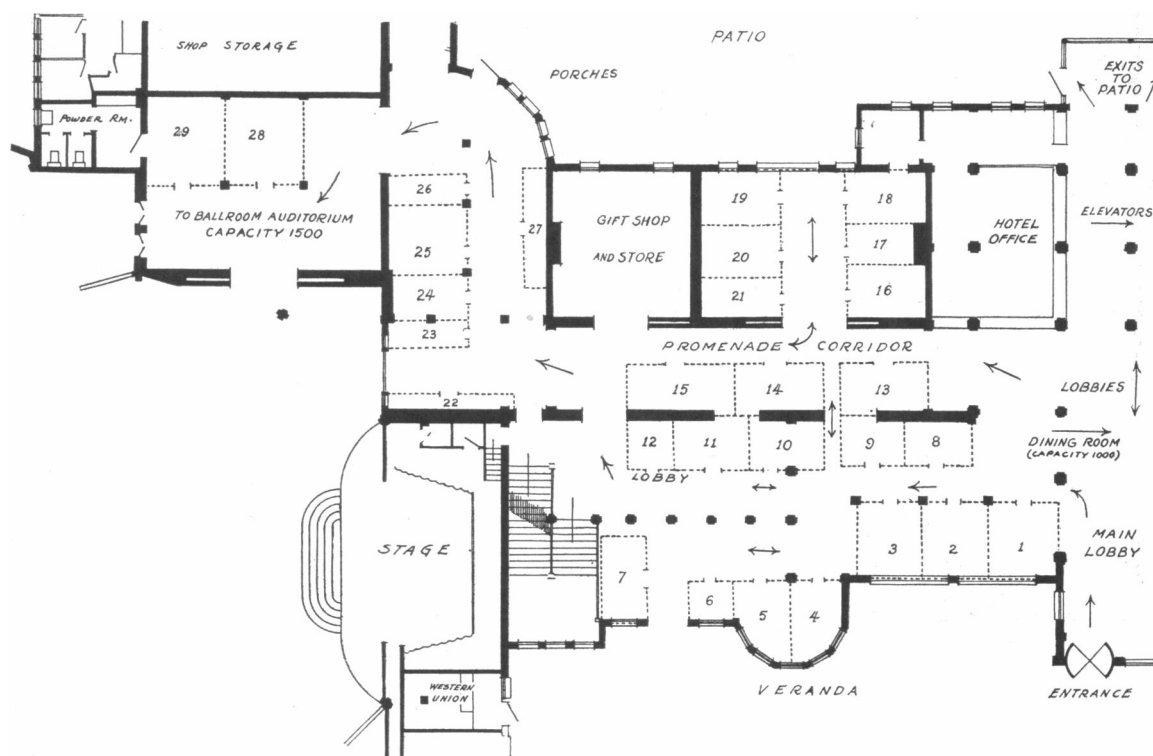
Booth 22

John Wyeth & Brother will exhibit at Booth No. 22 Wyeth's Silver Picrate in Powder, Suppositories and Crystal form for the effective treatment of trichomonas Vaginalis Vaginitis and acute Anterior Urethritis.

Zweegman School for Medical Secretaries
San Francisco

Booth 6

The Zweegman School for Medical Secretaries, located at 431 Sutter Street, San Francisco, is the original school specializing in the training and placing of medical secretaries. At Booth No. 6 the course will be thoroughly explained to those interested. Physicians desirous of obtaining the services of trained secretaries will be given every consideration. The first six volumes of the Gregg Medical Dictation Series, brought out under its supervision, includes several papers from CALIFORNIA AND WESTERN MEDICINE. Copies of these volumes will be available for study or purchase. Public stenographic services available.



ROSTER OF TECHNICAL EXHIBITORS—CALIFORNIA MEDICAL ASSOCIATION

Hotel del Coronado, May 6-9, 1940

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Baxter, Don, Inc., 1505 Gardena Avenue, Glendale	11	Morning Milk Company, Continental Bank Building, Salt Lake City, Utah.....	1
Borden Company, The, 350 Madison Avenue, New York	4	Pelton and Crane Company, 632 Harper Avenue, Detroit, Michigan.....	20
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General Electric X-Ray Corporation, 658 South Westlake, Los Angeles.....	19	Sandoz Chemical Works, 450 Sutter Street, San San Francisco.....	12
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